

## Advertisers and their Audience

Group Members:

Use point-form notes, complete the chart in your group.

How are people portrayed in the display advertisements?

People	Portrayal
Senior Citizens	
Women	
Men	
Teenagers	
People of Colour	
Parents	
Families	
Children	
Celebrities	
Middle-aged People	
Young Adults	
Wealthy People	
Disadvantaged People	

People with Challenges	
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